

The background of the poster features a dark, textured surface. In the upper left, a bright, circular light source creates a glow. Overlaid on this are several interlocking brass gears of different sizes. To the right of the gears, several long, light-colored wooden planks are stacked vertically. The word 'MANITOBA' is written in large, bold, red letters with a yellow outline, slanted upwards from left to right across the lower half of the image.

# MANITOBA

**PROVINCE OF INDUSTRY**





# MANITOBA...

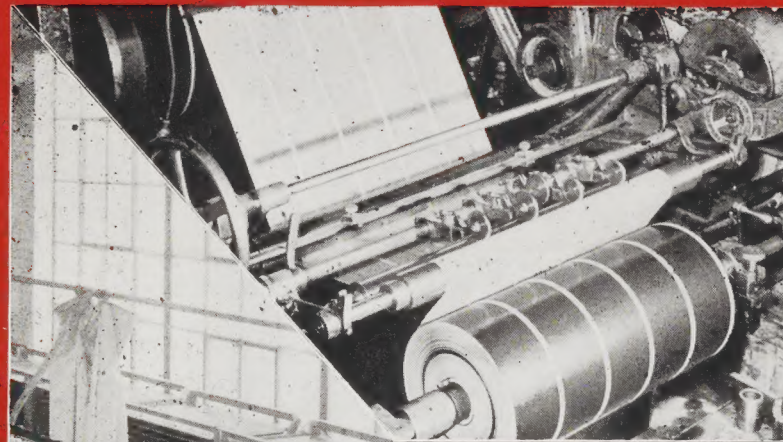
## *Province of Industry*



*Published by the*

PROVINCE OF MANITOBA, DEPARTMENT OF INDUSTRY AND COMMERCE,  
under the authority of HON. J. S. McDIARMID, *Minister*,  
Legislative Building, Winnipeg, Manitoba





OFFICE OF  
THE MINISTER

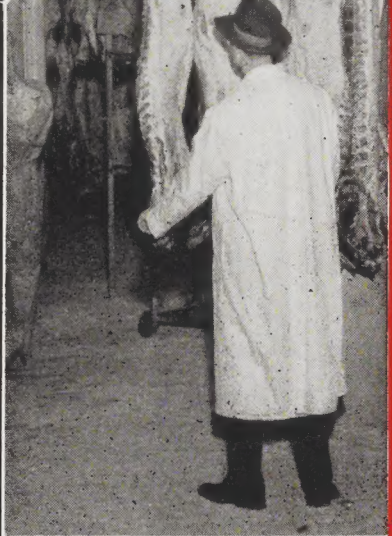
PROVINCE OF MANITOBA  
DEPARTMENT OF INDUSTRY AND COMMERCE  
WINNIPEG

### A MESSAGE TO INDUSTRIAL AND BUSINESS EXECUTIVES

It is no mere accident that Manitoba ranks fourth by provinces in the gross value of manufacturing production in Canada. Its people are energetic and resourceful. Nature has endowed it with important economic advantages. Business in Manitoba - both large and small - is dynamic and progressive. Labor and management work together in mutual confidence and with profit to both.

The present publication has been prepared in order to provide industrialists and investors seeking new fields of enterprise with a brief summary, within reasonable limits, of some factual reasons why old industries continue to be satisfied with their choice of Manitoba as a province in which to have their roots deep-sunk; why newcomers to Manitoba's industrial population have chosen this province as one answering their demands for opportunity and expansion. A publication of this size can hardly do justice to a subject as vast and complex as industry in this province. But it can give an insight into the great possibilities for expansion and growth in Canada's central province.

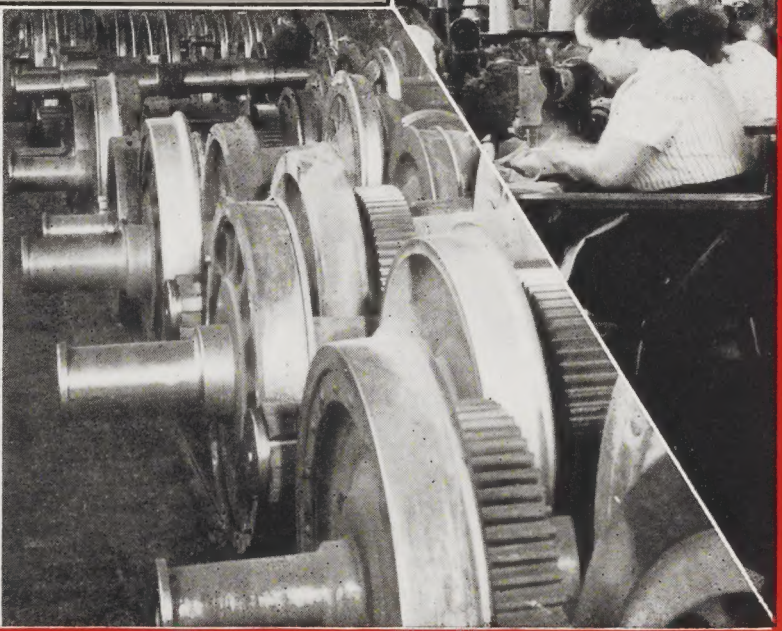
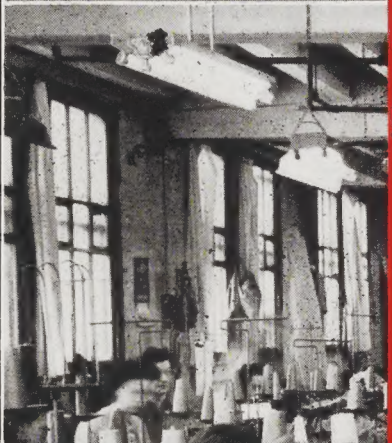
It is realized that this brochure will not answer all questions for all people, and we, therefore, solicit your further enquiries which will be dealt with confidentially and with discretion



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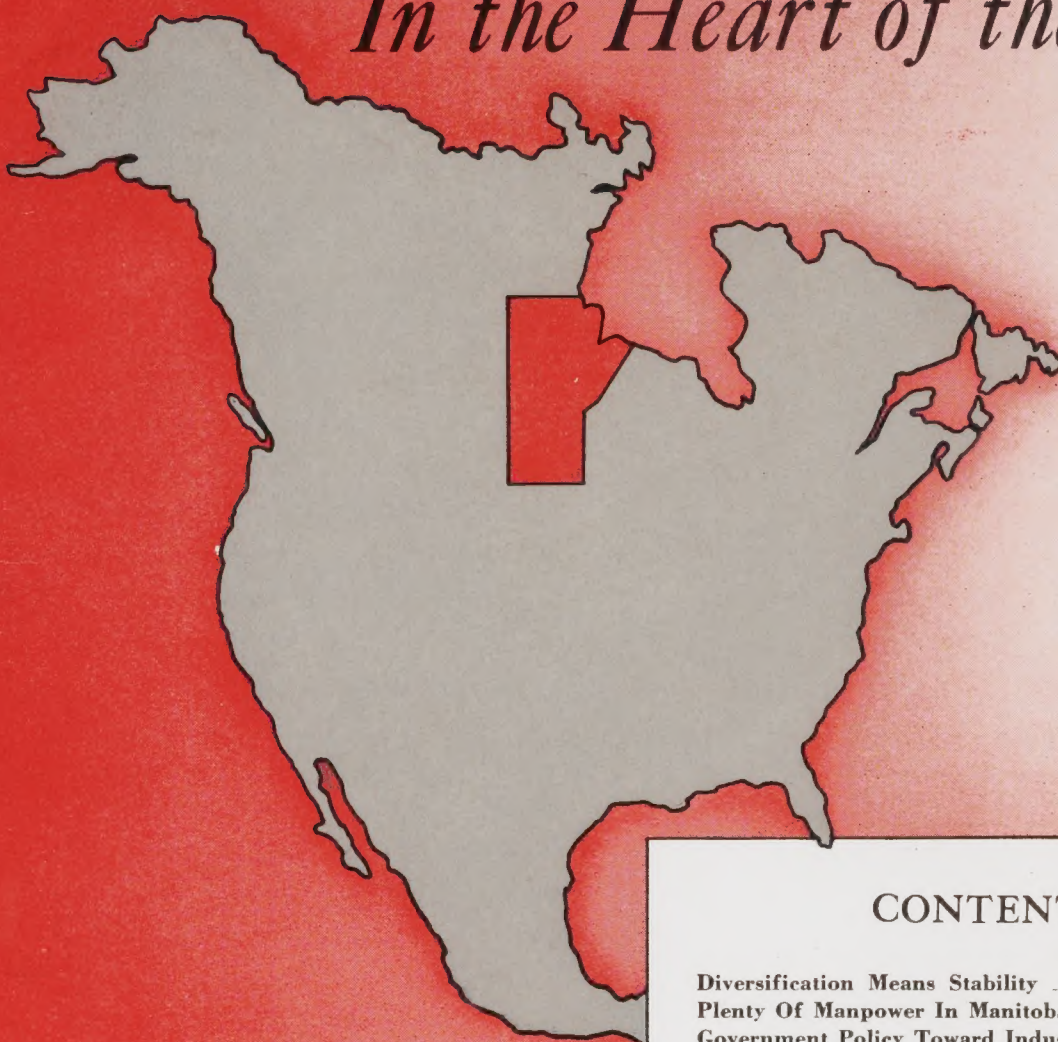
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*James D. Smith*





# *In the Heart of the Continent*



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# Diversification

The stability of Manitoba's economy is based upon its unique blend of agriculture and industry. For many years, the province was supported almost entirely by agriculture, but today it has a well developed and growing manufacturing industry, the gross production value of which in 1948 substantially exceeded that of agriculture. Diversified agriculture and manufacturing has produced in Manitoba economic stability which provides the basis for sound development for new industries.

1,302 manufacturing establishments in Manitoba in 1946 provided employment for more than 40,000 workers and afforded an annual wage income of \$70,000,000. The growth record of Manitoba's manufacturing industries is proof that the advantages of the province are receiving constant recognition.

Important in Manitoba's industrial expansion have been the low-cost hydro-electric power and the plentiful supply of skilled labour. Unexcelled transportation, communication and distribution facilities head the list of Manitoba's assets, along with markets, materials, finance, resources and a high standard of living.

Manitoba maintains a wide range of manufacturing, with agriculture providing the raw materials for many industries. The largest single industry is meat packing, with a 1946 production value of almost \$100,000,000—approximately 20 per cent of the total Canadian production. Flour and feed milling ranks second, with a gross value in 1946 of \$27,000,000. Some other important industries based on agriculture include dairying, malting, vegetable canning and sugar refining.

Manufacturing establishments based on the production and servicing of railway rolling stock, copper and zinc smelting, and the production of pulp and paper and clothing, hold a leading position in the economy of the province. Industries in Manitoba cover a wide and ever-growing area of the manufacturing field and the number of firms engaged in manufacturing is steadily increasing.

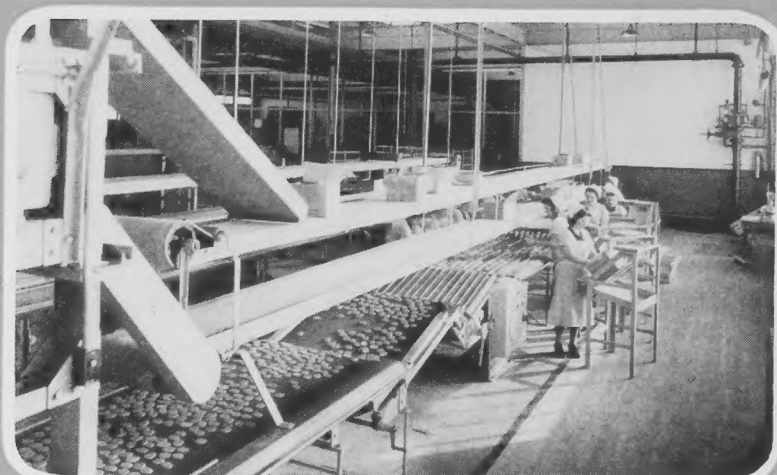
Many phases of manufacturing in Manitoba offer great possibilities for expansion, especially industries which:

- supply the western Canadian market;
- use the raw materials of the west;
- manufacture goods having a high price in relation to raw material costs.

# *Means* Stability

In conjunction with the manufacturing industries of the province, there is a substantial industry based upon the assembly of machines and machinery imported from other areas. Manitoba's geographical position and her excellent transportation and distribution facilities, make the province well suited to this type of operation.

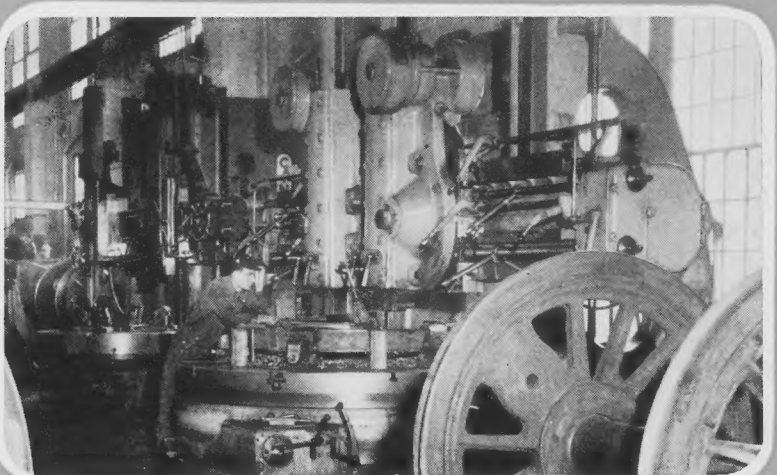
Manitoba's production amounted to more than 50 per cent gross value of all goods manufactured in the Prairie Provinces. An abundance of raw materials, low cost power, transportation and labour, along with Manitoba's strategic market position, make this province one with a great industrial future.



Bakery products from Manitoba are consumed across Canada.



The production of a wide range of textile lines exemplifies the diversified nature of industry in Manitoba.



Iron and steel products add to the industrial balance of Manitoba.

# PLENTY OF MANPOWER

Labour has played an unequalled part in the industrial growth of Manitoba in recent years, but the supply of labour in the province is adequate to care for an even more greatly expanded industrial economy. Of the 726,923 citizens of Manitoba, 279,934 are gainfully occupied, according to the 1946 census.

## EMPLOYMENT AND WAGES IN MANITOBA INDUSTRIES 1948

(Employing more than fifteen persons)

	Employees Reported	Average Weekly Salaries and Wages \$
Manufacturing.....	41,744	41.89
Animal Products—edible.....	4,254	45.50
Plant Products—edible.....	3,641	35.19
Pulp and Paper.....	4,164	43.48
Textiles.....	4,532	29.01
Iron and Steel.....	15,189	47.55

## VALUE OF MANUFACTURED PRODUCTS PER WAGE EARNER

(Production Yield Per Wage Dollar) Estimated 1948

Value of Production.....	\$450,000,000
Employment.....	41,000
Salaries and Wages.....	\$75,700,000
Production per Employee.....	\$10,975
Production Yield per Wage Dollar.....	\$5.94

## ESTIMATE OF CIVILIAN LABOUR FORCE 1948

(14 Years and Over) Prairie Provinces (000's)

Agricultural.....	404
Non-Agricultural.....	541
<b>TOTAL.....</b>	<b>945</b>

## EMPLOYMENT—PRAIRIE PROVINCES

Agricultural.....	401
Non-Agricultural.....	525
<b>TOTAL.....</b>	<b>926</b>

Percentage of Labour Unemployed in December, 1948..... 2%

## FACTS:

GAINFULLY OCCUPIED, 14 YEARS OF AGE AND OVER,  
BY OCCUPATION AND SEX—1946

	Rural		Urban	
	Male	Female	Male	Female
<b>ALL OCCUPATIONS.....</b>	<b>122,210</b>	<b>14,153</b>	<b>103,104</b>	<b>40,467</b>
Proprietary and managerial.....	4,478	464	11,449	3,553
Professional.....	2,234	2,639	5,612	4,970
Clerical.....	2,276	2,383	9,163	13,074
Agricultural.....	77,039	1,761	1,837	38
Mining.....	1,692	7	226	—
Other Primary.....	3,167	7	372	4,711
Manufacturing and mechanical.....	7,036	656	20,419	40
Construction.....	3,939	11	8,482	851
Transportation and communication.....	5,861	268	12,307	4,598
Commercial and financial.....	2,599	1,274	7,584	8,048
Service (1).....	7,619	4,551	16,708	351
Labourers (2).....	3,548	74	7,842	—

- (1) Exclusive of professional service.  
(2) Labourers in all industries except agriculture, fishing, logging and mining.



# POWER IN MANITOBA

In recent years the mechanization of farms in Western Canada has resulted in a movement of the youth to urban centres. Manitoba possesses no finer natural resource than the young men and women awaiting their opportunity to take part in Manitoba's industrial development.

## Strike Record

The best measure of peaceful labour conditions in a province is its record of work-days lost as a result of strikes. In Manitoba Labour

and Management are a successful team as can be clearly seen from a study of the following tables which were compiled from statistics provided by the Research and Statistics Branch, Department of Labour, Ottawa.

These figures show Manitoba's low ratio of lost time from strikes and lockouts and prove the excellence of employee relations in Manitoba. It offers convincing proof of the stability, common sense and intelligence of Manitoba workers, and the fairness

**Abundant  
Power**



**Abundant  
Labour**



**Production  
Economy**

TABLE I  
STRIKES IN CANADA AND MANITOBA—1938-1948

Year	Number Strikes		Workers Involved		Time Loss (Man-Working Days)		
	Canada	Manitoba	Canada	Manitoba	Canada	Manitoba	Manitoba % of Total
1938.....	147	8	20,395	415	148,678	967	0.7
1939.....	122	4	41,038	144	224,588	579	0.3
1940.....	168	4	60,619	129	266,318	308	0.1
1941.....	231	2	87,091	163	433,914	1,014	0.2
1942.....	354	8	113,916	466	450,202	453	0.1
1943.....	402	8	218,404	1,149	1,041,198	2,043	0.2
1944.....	199	4	75,290	220	490,139	573	0.1
1945.....	197	11	96,068	400	1,457,420	5,678	0.4
1946.....	228	6	139,474	380	4,516,393	22,139	0.5
1947.....	236	9	104,120	875	2,397,340	22,856	0.9
1948.....	154	2	42,820	222	885,793	2,550	0.3

TABLE II  
COMPARISON OF STRIKES AND LOCKOUTS IN CANADA BY PROVINCES—1948

Province	No. Strikes	Workers Involved	Time Loss (Man Working Days)
Nova Scotia.....	15	6,859	10,204
New Brunswick.....	8	517	7,740
Quebec.....	31	8,652	233,316
Ontario.....	68	13,727	282,580
Manitoba.....	2	222	2,550
Saskatchewan.....	9	598	10,780
Alberta.....	5	146	1,573
British Columbia.....	10	2,165	21,060
Interprovincial.....	6	9,934	315,990
<b>CANADA.....</b>	<b>154</b>	<b>42,820</b>	<b>885,793</b>



and employee-awareness of Manitoba employers.

Among the facts contributing to this attractive situation, is the work of the Manitoba Labour Board. This Board administers the Manitoba Labour Relations Act which aims to promote equitable relations between employers and employees, and facilitate the just settlement of disputes. The Board is composed of a chairman, three members representing management and three members representing labour. Its operation has also assisted in the mutual understanding of each other's difficulties.

### **Manitoba Fair Wage Act**

In accordance with the Manitoba Fair Wage Act, four "Fair Wage Boards" have been set up in the province; one governing construction, one governing barbers, one governing hairdressers, and the other governing the baking industry. These boards establish minimum fair wage rates and maximum hours for the different groups. Other industries are likely to bring themselves under the Fair Wage Act in the near future.

### **Manitoba Minimum Wage Act**

The Fair Wage Boards base the rates of wages and maximum hours of work on

agreement between employers and employee organizations or on rates paid by reputable employers. The Minimum Wage Board, on the other hand, does not fix wages but merely fixes the limit below which wages must not go. The administration of the Minimum Wage Act is carried out by the Provincial Department of Labour.

Under the Manitoba Minimum Wage Act, there are two classifications, or divisions. Employment of all males and females in the province, with some exceptions, is under the jurisdiction of the Manitoba Minimum Wage Act.

### **Vacation with Pay Act**

Under the Manitoba Vacation with Pay Act, all employees who complete a year's service qualify for not less than one week's annual vacation with pay. An interesting development from this Act has been the arrangement in the construction industry where a special "stamp" plan is in operation to accommodate a transitory employee moving from job to job within the industry. This "stamp" plan is obligatory only in Greater Winnipeg, but many construction firms outside that area have voluntarily adopted it.



# GOVERNMENT POLICY

## *Toward* INDUSTRY

Among the numerous factors contributing to Manitoba's rapid industrial growth is the favourable attitude taken by both the government and people of the province. The government recognizes the importance of industry to a well balanced and stable economy and maintains policies conducive to the development and protection of industries within its borders.

Manitoba laws and regulations are favourable to business enterprise and are specifically designed to permit industry to develop freely, although certain phases of business are subject to some regulation by various departments of the provincial government.

### **Incorporation of Companies.**

#### *(a) Manitoba.*

Domestic corporations intending to carry on business in Manitoba are required to apply for incorporation to the Provincial Secretary, who has jurisdiction over the incorporation of companies.

#### *(b) Dominion and Foreign.*

A corporation that is formed under authority of an Act of the Dominion of Canada must register and file with the Provincial Secretary a copy of its charter and the general by-laws of the company, before it begins operations in Manitoba. It must also file a statutory declaration stating the location of its registered office and the name of its agent or attorney in the province.

Every foreign corporation which is formed under laws other than those of Manitoba or the Dominion of Canada, must be registered and licensed by the Provincial Secretary before carrying on business in Manitoba.

### **Other Forms of Business Organization.**

All persons associated in partnership and engaged in trade, manufacturing or mining, must file a declaration with the prothonotary of the court of King's Bench in their judicial district, stating names, addresses and occupations of partners, and the name under which the business will be operated.

Any person engaged in trade, manufacturing or mining not associated in partnership but carrying on business under a name other than his own or using his own name with the addition "and Company," must file a declaration stating his name, address and the name of his business, and declaring that no other person is associated with him.

### **Sale of Securities—Blue Sky Laws.**

The Companies Act requires the filing with the Provincial Secretary of a prospectus before any securities of the company can be offered to the public. In addition, the Municipal and Public Utility Board must give approval before any bond or stock issue can be sold in Manitoba.



# A Favourable Tax Structure for

Industry-minded communities in Manitoba recognizing that their welfare is linked with the success of local manufacturers, exercise a conservative assessment policy and afford fair and considerate treatment in making valuations for tax purposes.

The gross debt of municipal governments in Manitoba has been considerably reduced in recent years with the result that most municipalities are now in sound financial condition. Manitoba's debt reduction plan provides for the elimination of all funded debt of the provincial government within the next thirty years. The net funded debt has been reduced by \$37,000,000 or 29 per cent since 1940, with the total now standing at approximately \$92,000,000—roughly \$130.00 per capita.

The Manitoba per capita provincial taxes are the lowest in any province in Canada, except those of Prince Edward Island. Excluding liquor profits, the Manitoba provincial taxes are the lowest per capita in the whole of Canada.

*In Manitoba  
there is:*

★ **NO PROVINCIAL INCOME TAX**

★ **ONLY 5% CORPORATION TAX**

★ **NO PROVINCIAL RAILWAY TAXATION**

★ **NO PROVINCIAL INHERITANCE TAX**

★ **A SUSPENSION OF THE WAGE TAX ACT**

★ **A SUSPENSION OF THE GRAIN DEALERS LICENSE ACT**



# Industry and Commerce in Manitoba

*Provincial and municipal taxes are the important ones to industry, since Federal taxes are uniform throughout Canada.*

## **Provincial Taxes.**

### **1. Gasoline and Motive Fuel Tax.**

Rate: 9c per gallon. Imposed on operators of motor vehicles on highways of the province, and on all sales of any fuel used for motive power, including distillate, kerosene, diesel oil, etc. Tax is collected by distributors, and is added to the retail price of the fuel.

### **2. Motor Vehicle License Tax.**

(a) *Passenger:* Based on the wheel base of the vehicle. Charge is \$9.00 for the first 100 inches, and \$2.50 for each additional five inches or portion thereof.

(b) *Trucks:* Based on weight of the truck and its capacity load. \$10 for the first 6,000 pounds and \$5.00 for each additional 1,000 pounds or portion thereof. All rates are reduced by one-sixth after March 15th, and by one-half after August 1st.

### **3. Alcoholic Beverages.**

The sale of liquor in Manitoba is subject to regulation and control of the Manitoba Government through the Government Liquor Control Commission. Liquor is sold only through retail stores operated by the Commission and through licensed hotels. The Commission handles the complete marketing of distilled liquor, and takes a profit on its operations in lieu of direct taxes. The Commission also exercises regulatory power over breweries, beer vendors and licensees, and over the distribution of beer in the province. Breweries are subject to an

annual levy of \$1,500 per year, plus a tax of 12½ cents per gallon on beer sold in Manitoba.

### **4. Amusement Tax.**

All places of amusement in the province are charged a license fee based on seating capacity. Travelling amusements are also licensed, fees being based on the number of shows and concessions in the amusement. In addition, there is a general amusement tax paid by the public and based on the admission price of the show. The amount of tax charged is 2c on an admission price of 25c to 28c increasing 1c for each additional 4c admission price.

## **Municipal Taxes.**

### **1. Property Tax.**

The chief source of revenue of municipal governments in Manitoba is the real property tax. Levied by each municipality, the tax is based on the assessed value of property in the municipality. Rates vary according to location, having a tendency to be higher in urban centres where more services are provided by the municipality.

### **2. Business Tax.**

The municipalities also have the right to levy taxes on all businesses and occupations in the municipality. Such taxes cannot exceed 15 per cent of the rental value of the property where the business is carried on. Businesses or occupations not subject to such business tax can be charged a fee not to exceed \$50.00 per business or occupation. Such a fee takes the place of a business license.



# Hydro Electric Power

A vital factor in the widespread industrial development of Manitoba has been the availability of dependable low-cost power. Richly endowed with water resources, both urban and rural Manitoba are well serviced with hydro-electric power.

The quality and continuity of service, which is of extreme importance to the manufacturer, has been an important contribution of the utility companies of Manitoba.

Winnipeg and the surrounding areas are served by a private electric and gas company and a municipally owned hydro plant. These utilities have increased the generating capacity of the province to keep pace with industrial, commercial and residential demand. Most of the rest of the province is served by the Manitoba Power Commission, a provincially owned and operated utility, which, in extending its operations, is carrying out a program to make electricity available throughout rural Manitoba. The Manitoba rural electrification program is considered by many as the outstanding achievement of its kind in Canada and has become the model for power distribution in

all other agricultural communities. During 1949, five thousand new farms will be added to the extensive distribution system already established.

Large users of hydro electric power will be particularly interested in the important sources of power still undeveloped. The present developed and installed power in Manitoba totals 468,700 h.p.; the undeveloped water power at 80 per cent efficiency has been reliably estimated at over 3,000,000 h.p. ordinary minimum flow, or over 4,000,000 h.p. 6 months flow.

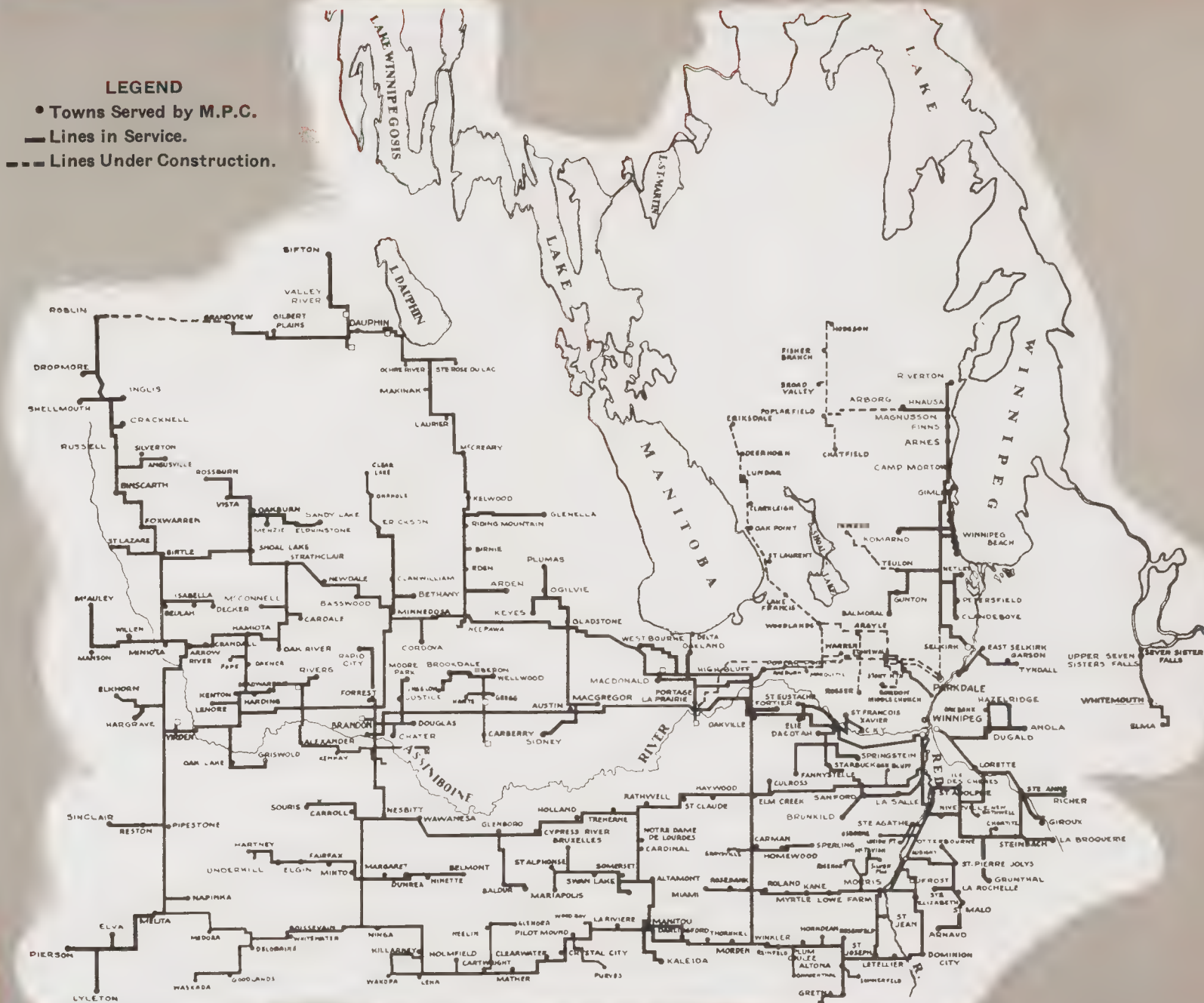
Manitoba industry has never suffered a power shortage and even now the Manitoba government has taken the initiative and is working on a plan for the integration of all electrical power in the province and a systematic development of power sites in anticipation of future demands.

The active steps which have already been taken by the government of the Province of Manitoba assure the continuance of Manitoba's prominent position as an important generator and user of low-cost hydro-electric power.





## At Low Rates



The widespread service provided by the Manitoba Power Commission throughout rural Manitoba is important both in giving the farmer the manifold advantages provided by electricity and in giving industry the opportunity of locating advantageously outside the larger centres.



# Manitoba has Import



Proximity to markets with its resultant elimination of costly transportation charges is of obvious importance to the progressive manufacturer seeking an advantageous location for a new plant.

The western Canadian market, stretching from the Great Lakes to the Rocky Mountains, is the natural outlet for Manitoba's industrial production. With a population of more than 2,500,000 people, 20 per cent of

the nation's total, the Western market offers a stable and profitable market to all manufacturers.

Directly south is a large American market with the same type of consumer demand as exists in the home market. In recent years there has been a substantial reduction of duties on numerous classes of Canadian goods and the indications are that this trend will continue. If tariff reductions become general, Manitoba's markets will be even further extended. Within a radius of 350 miles south from Winnipeg is a market of over 3,000,000 persons and if this area were extended another 150 miles, an additional 2,000,000 persons would be added.



# ant Markets *at its* Doors

POPULATION OF PRAIRIE PROVINCES Rural, Farm and Non-Farm, and Urban			
Province	1948 ESTIMATES		
	Rural		Urban
	Farm	Non-Farm	
Manitoba.....	234,186	171,457	351,229
Saskatchewan..	444,976	83,953	324,742
Alberta.....	353,551	119,176	373,179
Prairies.....	1,032,713	374,586	1,049,150

The population figures alone cannot describe Manitoba's importance as a marketing centre. As reported in the last (1941) Canadian wholesale-retail census, Manitoba's wholesale trade of \$579,612,200 was second only to Ontario and Quebec. Similarly, Winnipeg's wholesale trade of \$494,227,000 stood second only to Montreal and Toronto. In that year Winnipeg stores did three times the retail business of the next highest prairie city, Calgary.

Manitoba's outstanding importance as a retail sales centre was recently emphasized by the release of sales of merchandise figures for 1947. Manitoba had Canada's highest average per capita retail sales area with average sales in 1947 of \$890 per person.

THE MAJOR POPULATION CENTRES IN THE WESTERN MARKET	
Centre	Population
WINNIPEG.....	234,201
Edmonton.....	126,609
Calgary.....	110,000
Regina.....	62,000
Saskatoon.....	48,700
Fort William.....	33,681
Port Arthur.....	30,075
ST. BONIFACE.....	26,000
Moose Jaw.....	24,069
BRANDON.....	19,000
Lethbridge.....	16,552
ST. JAMES.....	14,903
ST. VITAL.....	14,674
Prince Albert.....	14,532
Medicine Hat.....	12,859
EAST KILDONAN.....	9,071
PORTAGE LA PRAIRIE .....	7,620
Weyburn.....	7,003
WEST KILDONAN.....	6,579
FORT GARRY.....	5,200
Red Deer.....	4,042
Drumheller.....	2,659
Wetaskiwin.....	2,645

AVERAGE PER CAPITA RETAIL SALES

For whole of Canada.....	\$462.00
For whole of United States.....	\$825.00
For CENSUS DIVISION 6 IN MANITOBA .....	\$890.00



# *Excellent* Transportation and



As a result of its geographic position, Manitoba is the crossroads of Canada's commerce and travel. Railway lines, terminals and warehouses, airports and highways form a mighty network to provide exceptional facilities to manufacturers and wholesalers. To industry, these advantages mean strategic manoeuverability, quick receipt of raw materials and speedy, economical delivery of finished products.

## **Shipping by Rail**

Manitoba's rail transportation is provided by the Canadian Pacific, the Canadian National, the Greater Winnipeg Water District, the Midland and the Hudson Bay Railways. Manitoba is linked with the United States by direct service daily via the Northern Pacific and Great Northern Railways.

The Canadian Pacific and Canadian National, Canada's trans-continental railways which are among the largest in the world, have their western divisional headquarters and maintain engineering works in Greater Winnipeg. The C.P.R. yards in Manitoba's capital are the largest individually owned freight yards in the world, covering 12,000 acres with a total capacity of 17,770 cars. On the average, nearly 6,000 incoming and outgoing freight cars are handled daily, while more than 75 trains arrive and depart every day from Winnipeg stations.

## **Shipping by Road**

In miles of surfaced highways, Manitoba holds a leading place in Canada. During 1948 and 1949 over \$13,000,000 has been spent on highways or is ear-marked for the immediate future.

Some 20,000 miles of improved highways criss-cross the province while new highways, now projected, will help speed truck deliveries. More than 400 Manitoba trucking operators provide extensive road transportation services, while out-of-province services provide further carrier transportation to and from Manitoba.





# Communication Facilities

With the greatest number of miles of surfaced roads in the Prairie Provinces, Manitoba plans its roads to facilitate the traffic of industry and commerce.

## Shipping by Air

Manitoba is the hub of Canada's great air transport industry. Winnipeg is the operation headquarters of Trans-Canada Airlines; operation and maintenance headquarters of Canadian Pacific Airlines; headquarters of Central Northern Airways and Canadian headquarters for Northwest Airlines. In addition, there are many private charter lines operating, to give a thorough coverage of the northern areas.

No major city in Canada has an airport in greater proximity to business and financial areas as is Stevenson Field in Winnipeg. No other city has an airport so conveniently reached by every form of transportation, yet this airfield is capable of indefinite enlargement. A \$3,000,000 expansion and improvement program now underway, will make Stevenson Field one of the most important airports in North America.

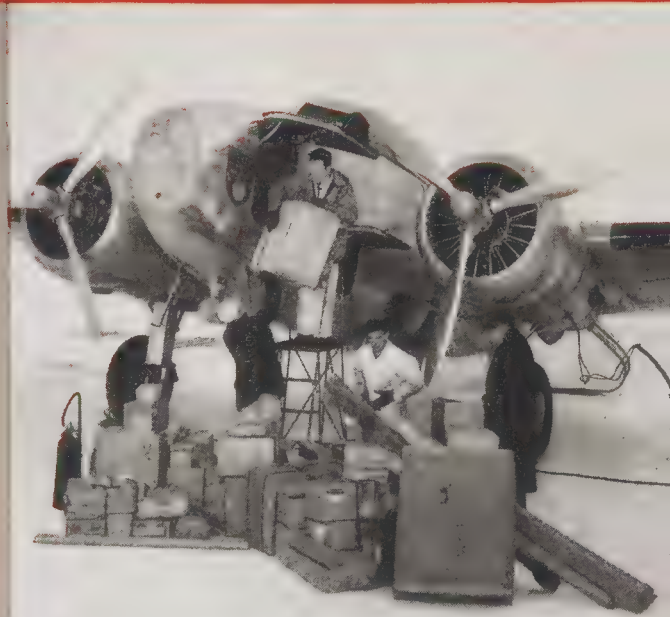
Manitoba has already established its position as a great air centre. Winnipeg is:

7 hours from New York.	5 hours from Chicago.
6 hours from Montreal.	11 hours from Bermuda.
5 hours from Toronto.	26 hours from London, Eng.
5 hours from Vancouver.	

## Shipping by Water

Canada's most inland seaport is located at Churchill on Hudson Bay. It is one of the most modern and one of the finest natural harbours in North America.

This port provides the shortest route to Europe from the middle of the continent, but the navigation period is relatively short. 5,314,342 bushels of grain were shipped through the port during 1948 and of the 35 ships that docked at Churchill, 15 were ocean-going vessels.





## **Radio**

Eight radio broadcasting stations operate in Manitoba. These range from CBW Manitoba (studios in Winnipeg) at 50,000 watts to CFAR Flin Flon at 250 watts. Two of these, CKRO and CKRX, both in Winnipeg, are short wave broadcasting stations and in addition, one station, CJOB, has inaugurated FM broadcasting in addition to its AM service.

There are numerous government radio communication stations in Manitoba. Along with nine Dominion Government stations, the Provincial Government owns thirty-four radio communication stations. Manitoba also has eighty-five privately owned commercial and 279 amateur experimental stations. For many settlements in the northern portion of the province, these radio communication stations are a speedy link with the outside world.

## **Telegraph and Telephone**

Manitoba's telegraph systems are owned and operated by the Canadian National and the Canadian Pacific Telegraph Companies. Canadian facilities are among the most extensive in the world, giving Manitoba excellent telegraph service.


Manitoba holds third place in Canada for the number of telephones per capita. In Winnipeg alone, the Manitoba Telephone System has a waiting list of 16,000 and the system is expanding as rapidly as equipment becomes available.

## **Postal Services**

Because of her central location, Manitoba enjoys excellent postal communication services with all parts of the continent. The Winnipeg Post Office is the headquarters of a postal district which extends into Ontario on the east and into Saskatchewan on the west. In 1948, there were 800 post offices throughout Manitoba and many branch offices in the larger centres. First class mail posted before 4 p.m. in Winnipeg is delivered with the first mail delivery the following morning in Montreal and Vancouver. Manitoba in 1946, with gross postal revenues of over six million dollars, ranked fourth in Canada.



# *Ideal for* **INDUSTRIAL LOCATION**



Manitoba's industrialized centres offer many excellent opportunities for industries seeking a new plant location. Although the industrial cities of Manitoba surpass by far the other centres of production in western Canada, there remains ample room for new industrial development. The clean, busy, prosperous cities of Manitoba offer anyone wishing a plant site just what is needed—ample water, cheap power, extensive trackage, warehousing and all the other services required by industry.

Manitoba cities appreciate the advantages and understand the problems of industry and are always ready to co-operate in every way possible. Proper municipal finance and management have given cities in Manitoba an outstanding record of sound local government. Efficient municipal management means the provision of good services to industry without excessive taxation.

Markets, transportation, labour, sites, materials and power, plus excellent living conditions, are available to industry in Manitoba's cities.

## **POPULATION OF MANITOBA CITIES** 1948 (estimated)

Winnipeg.....	234,210
St. Boniface.....	26,000
Brandon.....	19,000
Portage la Prairie.....	8,000

# Small Communities

One of the greatest industrial changes in recent years has been the move toward decentralization. As a result of new inventions, technical progress, and the improvement of water, power, transportation, health, educa-

tional and recreational services, manufacturers are bringing their plants closer to their markets. No longer are factories located side by side in large cities. Instead, they are being scattered over larger areas, with considerable



Industries are expanding to Manitoba's communities.



Excellent sites are available in Manitoba's smaller centres.



*for*

# DECENTRALIZED INDUSTRY

interest being shown in the country's smaller communities. Industry has discovered that the small town is a good place in which to live and work and prosper.

Manitoba has already been selected by numerous industrialists and manufacturers as the ideal location for new factories, and of the industries established here in the past ten years, 25 per cent have been set up in rural areas.

There are no closed frontiers in Manitoba. There is room for growth and expansion and the small towns in the province offer a healthy industrial climate, good living conditions, a friendly tax policy and a supply of labour equal to demand.

Many of the communities possess within their own boundaries the raw materials for specialized operations; all are close to good highways, rail lines and truck transportation,

and within quick reach of the Winnipeg and surrounding markets.

Executives considering the decentralization of their operations should investigate the favourable factors of these smaller communities.

Small-town labour in Manitoba is versatile, productive and dependable. It is stabilized and deep-rooted in the community or surrounding area. The great majority is native born; there is no shifting population, less turnover, absenteeism is practically unknown, more wholesome contentment prevails.

The townspeople have an interest in a plant located among them, and the friendly atmosphere is genuine. They want to see it grow and prosper, for there is general realization that industry's success contributes to their own well-being.

## INDUSTRIAL SURVEY

The Manitoba Department of Industry and Commerce has completed an industrial survey of all the incorporated cities, towns and villages of Manitoba. The survey provides a factual inventory of the province's assets and liabilities and provides a true picture of actual conditions and potential possibilities of the various rural and urban communities in the province. Information gathered in this survey is available to businessmen and industrialists considering the possibilities of locating in Manitoba.

# TRAINING FO

Manitoba has good reason to be proud of its school system. Among educators and teachers the country over, Manitoba's system of public non-denominational schools, which has prevailed in the province since 1890, is noted for the exceptionally high standards maintained throughout the province. The University of Manitoba, established in 1877, has a full program in almost all academic and professional fields. Many industrial and business firms in the province make use of the research and testing facilities available in the engineering, science and agricultural departments of the University. Surveys and research projects are carried out by the School of Commerce and Department of Economics for both private firms and public agencies.

But aside from education in a formal sense, the industrial requirements for all classes of skilled workers and mechanics are met by Manitoba's new Composite High School and Technical Vocational School courses. Available in Winnipeg and parts of the province, this system provides students with a sound general education and opportunities for

occupational training in accordance with aptitudes and interests. Under this system, the student devotes 50 per cent of his time to basic subjects, i.e., mathematics, English, science and social studies, and the balance is allotted to shop and laboratory training in the industrial courses. Four specific courses are provided—industrial, commercial, homemaking and agricultural. Crafts taught in the technical-vocational school are: electric crafts, metal crafts, graphic arts, industrial art and related crafts, building and woodworking crafts, commercial occupations, distributive occupations, household and personal service occupations, needle crafts.

Advisory committees representing labour and industry ensure that the curriculum and training are kept in step with the advances of modern industry, and bring practical experience to teaching industrial and business techniques in the various crafts.

Additional intensive post High School training in the industrial arts is offered by the Manitoba Technical Institute operated under the auspices of the Provincial Government in

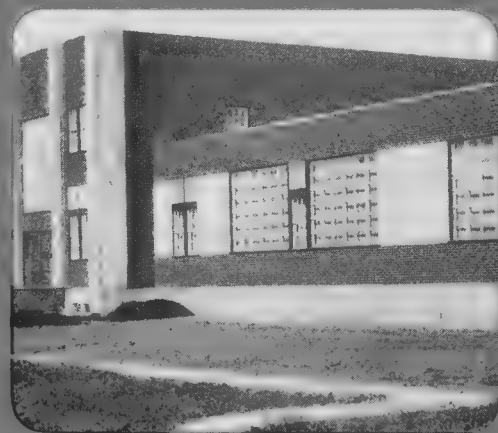
Training For Industry



Rural School



Town School





# OR INDUSTRY

conjunction with employers, to ensure practical industrial integration. The Manitoba Technical Institute program covers the regular student and also has provision for adult evening classes, advanced training for workers wishing to improve their skills, and technical training for apprentices in all arts and crafts.

The Manitoba system of technical-vocational education is recognized to be a new venture in the field of education. One of the foremost authorities on technical-vocational education in the United States has called the system a significant forward step in education.

Manitoba's educational program ensures that a steady flow of personnel who have received a thorough training in the basic skills of the various industrial and business crafts will be available to meet the needs of the expanding industries of the province and to ensure that new industries will find skilled workers for their plants. Manitoba's educational program also means better trained and adjusted workers, with an increased appreciation of their responsibilities in a producing organization.

Administration centre of the University of Manitoba.



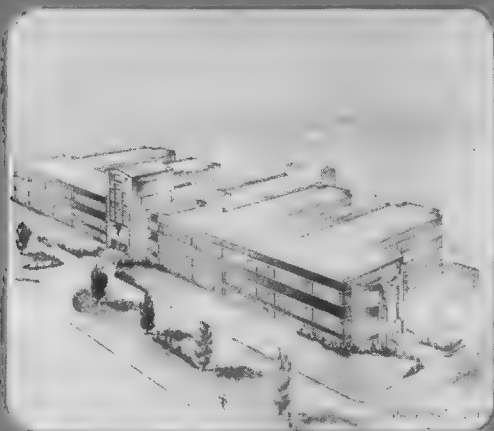
Among the University's Faculties are Arts, Science, Commerce, Engineering, Medicine, Agriculture, and Home Economics.

21

Vocational School

Science College

Training For Industry



# *Services to* **INDUSTRY**

## **Banking**

It is important to determine whether banking facilities are adequate before locating in any community. Manitoba is provided with complete banking services by eight chartered banks with 150 branches throughout the province. The chartered banks operate as both commercial and savings banks, performing all banking functions for industry.

## **Industrial Development Bank**

The Dominion Government in 1944 established the Industrial Development Bank as a subsidiary of the Bank of Canada. Its purpose is to extend financial assistance to sound industrial enterprises which are unable to obtain their requirements from other sources. It is intended to supplement, rather than to compete with the activities of chartered banks and other lending organizations, and operates chiefly in the medium and long-term field.

Canadian business men have always been able to turn to a wide variety of lending organizations for financial assistance in starting or expanding industrial enterprises. In some cases, however, circumstances may not make such assistance possible. For instance, an otherwise acceptable project may require a loan of longer term than a chartered bank may be prepared to grant. In other cases, an enterprise may need capital, but the amount

required may not be large enough to warrant a public issue of securities. In these and other similar cases, where the enterprise is demonstrably sound and can be expected to pay back borrowings from earnings over a reasonable period, advantage may be taken of the Industrial Development Bank facilities.

The Industrial Development Bank maintains an office in Winnipeg to meet the needs of Manitoba, Saskatchewan and Ontario as far east as Fort William.

## **Finance**

Manitoba has numerous large firms offering all forms of investment and finance services. Several of these have their head offices in Winnipeg, where western Canadian investment activity is concentrated. Most brokerage houses maintain memberships in, and direct wires to, the principal stock exchanges in the United States and England.

Trust companies and mortgage and loan companies in Manitoba provide a complete service to those in industry requiring assistance and service of this nature.

The Winnipeg Grain Exchange is a world centre for commodity trade in the basic products.

## **Insurance**

The large number of insurance companies operating in Manitoba provide a high quality of service in all fields of insurance. A large



majority of the most prominent insurance firms maintain offices in Manitoba, and Winnipeg is the head office of one of the largest life companies in Canada.

### Technical Information Service

Manufacturers in Manitoba have available to them, without charge, the technical information service of the National Research Council through their provincial representative in Winnipeg.

The over-riding objective of this service is to raise the general level of efficiency in Canadian industry, particularly the secondary or processing industries. Its efforts are mainly directed to encourage the widest possible utilization of available scientific and technological information and to state it in terms that will be fully understood by those who can make use of it.

In this way manufacturers in Manitoba can obtain up-to-the-minute data on modern industrial processes and techniques; can receive help in developing the use of substitute materials; can receive assistance in solving the problems of waste product utilization; and can receive advice on the practicability of new ideas.

### Advertising

National and local agencies in Manitoba offer assistance in advertising—that necessary part of industrial expansion. The western Canadian market can best be served through Manitoba and the many advertising agencies assist industry in gaining new markets and expanding existing ones.



Winnipeg is the centre of financial activity in western Canada.



One of the 150 banks serving industry in Manitoba.



Head office of an insurance company located in one of Manitoba's smaller communities.

# AGRICULTURE

Agriculture is the foundation upon which Manitoba's economy is built. In recent years the products of the agricultural industry in Manitoba have become increasingly diversified, giving farmers a more stable income and eliminating an excessive dependence on the production of cereal grains. This diversification offers distinct opportunities to industrialists and inventors seeking new fields of enterprise based on agricultural products.

The production of wheat, which is the major commercial crop, is now closely followed by oats, barley and flax.

province where the soil, climate and precipitation all combine to make this one of the best growing areas on the continent.

The total acreage under cultivation constitutes about one-twentieth of the total land area of the province and about one-third of the settled area. The average size of a Manitoba farm is 291 acres, and the average number of persons per farm is 4.3. Manitoba farms are smaller, and the yield per farm is higher than in the other prairie provinces, thereby reflecting the higher percentage of mixed farming

ACREAGES, YIELDS AND VALUES OF PRINCIPAL FIELD CROPS GROWN IN MANITOBA  
1939-1948

Crop	Year	Area '000 acres	Total Production '000 bus.	Gross Farm Value \$'000
Wheat.....	Av. 1939-47	2,486	58,056	49,515
	1948	2,397	57,000	78,090
Oats.....	Av. 1939-47	1,469	49,633	22,741
	1948	1,491	60,000	34,000
Barley.....	Av. 1939-47	1,817	46,856	28,688
	1948	1,540	45,000	42,750
Rye.....	Av. 1939-47	98	1,483	1,040
	1948	115	1,950	2,892
Flaxseed.....	Av. 1939-47	236	2,212	6,736
	1948	1,062	10,000	38,100

In addition to these crops, Manitoba now produces buckwheat, peas, corn, sugar beets, turnips, potatoes, sunflowers and various kinds of hays and fodders in fairly large quantities. Vegetables are becoming more important commercially as market gardening and vegetable canning become prominent sources of income in the province.

Most of Manitoba's agricultural production takes place south of the 53rd parallel of the

and diversification of agricultural produce in the province.

The total number of occupied farms in Manitoba at the last census was 58,024, comprising a total area of 16,891,322 acres. The total value of farm lands in Manitoba was estimated at \$339,178,276 at the time of the census, 1941, and the total number of people occupying these farms was 249,599. In 1948 the average net value of production per farm



was \$5,299. This figure set a new record for income per farm in Manitoba.

In addition to production of field crops, Manitoba farmers produce livestock, poultry, milk, cream, cheese and butter, honey, vegetables, oil bearing seed crops, and sugar beets, to name only a few.

Market gardening is becoming more important in Manitoba; about 44 per cent of the value and 71 per cent of the tonnage of the total fresh fruits and vegetables sold in Winnipeg are grown in the province. Other markets for Manitoba market gardeners include Brandon in Western Manitoba, and Fort William and Port Arthur in Ontario.

Farming in Manitoba is almost entirely mechanized. Tractors, self-propelled combines and trucks have almost completely replaced horse-drawn machines and wagons. Milking machines and electric cream separators have lightened the burden of the dairyman and the farmer's wife benefits from electrification and mechanization, both in the home and in the garden. Pumping systems enable the farmer to have running water in his home, and electricity permits the use of all electrical appliances.



Field crops are the basis for many of Manitoba's industries.



Dairying in Manitoba was worth more than \$30,000,000 in 1948.

#### VALUE OF MANITOBA AGRICULTURAL PRODUCTION—1948

Type of Produce	Value
<b>Field Crops:</b>	
Wheat.....(57,000,000 bus.).....	\$ 79,230,000
Oats.....(60,000,000 bus.).....	39,000,000
Barley.....(45,000,000 bus.).....	43,200,000
Rye.....( 1,950,000 bus.).....	2,652,000
Flax.....(10,000,000 bus.).....	38,100,000
All others.....	15,014,000
<b>Total Field Crops.....</b>	<b>217,196,000</b>
Livestock.....	53,054,000
Dairy Production.....	31,728,000
Honey and Wax.....	1,281,000
Poultry Production.....	19,843,000
Wool.....	216,000
Garden Production.....	5,107,000
<b>Total Agricultural Production.....</b>	<b>\$328,425,000*</b>

\*Excluding Fur Farming.



Agriculture and industry provide Manitoba with a balanced economy.

# MINING

The Precambrian Shield, an area covering all the northern part of Manitoba except a small section along the Hudson Bay Coast, is the province's mining grounds. This 140,000 square mile area, 57 per cent of the total area

of the province, contains only 2 per cent of the population, but is the source of all the metal produced in Manitoba. In addition to providing all metallic minerals presently being produced in Manitoba, the Precambrian

Copper, gold, zinc and silver are the principal minerals produced in Manitoba but many others offer commercial possibilities.



TOTAL VALUE OF MINERAL PRODUCTION FOR MANITOBA

Year	Metallic	Non-Metallic	Structural Material	Clay Products	Total
1930.....	\$ 870,248	\$ 298,477	\$4,068,490	\$215,967	\$ 5,453,182
1932.....	7,571,444	230,579	1,209,960	49,773	9,061,756
1934.....	8,894,576	120,616	723,826	37,916	9,776,934
1936.....	9,511,829	136,909	1,611,225	55,564	11,315,527
1938.....	15,233,728	133,399	1,700,541	105,334	17,173,002
1940.....	15,114,719	186,999	2,423,989	102,906	17,828,522
1942.....	11,488,987	636,476	2,138,693	80,890	14,345,046
1944.....	10,384,532	899,152	2,349,339	197,383	13,830,406
1946.....	11,228,516	939,644	3,862,469	372,920	16,403,549
1947.....	12,412,759	1,051,096	4,380,390	302,518	18,236,763
1948.....	19,374,615	1,319,279	5,587,459	486,358	26,767,711



formations are a great potential source of new mineral wealth.

Principal minerals produced at the present time are copper, gold, zinc and silver. Selenium, tellurium and cadmium are recovered as by-products from base metal operations. Ores of nickel, tin, chromium, lithium, beryllium and molybdenum also occur in Manitoba, but have not yet been developed. The bulk of Manitoba metallic minerals are produced for the export market. With the exception of copper, all metals are refined within the province and as industry expands, an increasing proportion will be utilized in Manitoba. Structural minerals are available in abundant quantities and Manitoba has been able to supply the large post-war demand for these materials. As the population and industrial activity increase, Manitoba will continue to satisfy almost any increased demand for her mineral resources.

During 1948, values of the leading metallic minerals produced were copper, \$8,673,141; gold, \$3,827,390; and zinc, \$6,099,111. Other metals included silver, \$608,380; cadmium, \$130,488; and selenium, \$32,800. Output of non-metallic or industrial mineral production totalled \$7,393,096 in 1948. Cement was the most important in value, with \$3,895,457 worth being produced. Other industrial minerals production includes gypsum, \$857,300; salt, \$397,641; stone, \$380,765 and peat moss, \$74,338. Total production for 1948 reached a value of \$26,767,711. Since 1916 more than \$322,000,000 worth of minerals have been produced in Manitoba.

Mining claims recorded in 1947 totalled 6,732, the greatest number recorded in any year since the province took over the admin-

istration of her natural resources. The number of claims recorded in 1948, although less than the previous year, was still well above average, indicating that mining activity is continuing at a high level.

## **Exploration and Development**

Exploration and development has been carried on in many areas of Northern Manitoba with renewed vigor since the end of World War II.

This has been highlighted by an important nickel-copper discovery at Lynn Lake in the Granville Lake mining division, where extensive underground and plant development is planned. Many other companies engaged in exploration in Manitoba and other parts of Canada have been attracted to the area, and are conducting extensive exploration programs.

Another area being developed is Snow Lake, where a new mine is well advanced and has reached the production stage. The Flin Flon area is also the scene of considerable activity with two new base metal properties nearing production.

Exploration and development has not been confined to the search for precious metals or the more common base metals. Areas containing lithium ores are being developed and exploration has indicated large chromite deposits in the Bird River area in southeastern Manitoba.

Increased interest is being shown in oil and natural gas possibilities in southwestern Manitoba. The province has undertaken surveys in that area and oil companies have entered the field to undertake intensive search for both oil and natural gas in Manitoba.

# FORESTRY...

Although Manitoba is frequently referred to as a "prairie" province, in actual fact 40 per cent of its land is wooded. Manitoba has a total stand of 2,675 million board feet of saw timber and 28,648,000 cords of smaller wood.

Forest areas cover 30,500 square miles of the province, and 4,128 square miles of these bear merchantable timber. White spruce, black spruce, jack pine, aspen poplar and balsam fir are the most important species of wood. Over one million cords of poplar alone are available annually for utilization in the manufacture of wood products.

The value of Manitoba's forest resources must be considered in the light of the many scientific developments which are creating an ever-increasing demand for wood and wood products. Realizing the importance of maintaining the forest assets of Manitoba, the Department of Mines and Natural Resources controls seven areas as Forest Reserves, where proper management ensures that these lands are put to adequate use for timber, grazing and recreation purposes.

Unlike a mineral resource, which when mined is gone forever, trees can be grown as a continuous crop. Manitoba aims toward that goal by maintaining research in natural

and artificial regeneration. In addition, sustained yield management plans have been successfully developed and expanded. Vertical aerial photography and ground control surveys, farm forestry, studies on forest insects and forest fire protection are also carried on by the Province of Manitoba to ensure the future of this important natural resource.

## ESTIMATED NET VALUE OF PRODUCTION IN MANITOBA—1948

Primary Forest Industries .....	\$14,000,000
Secondary Wood Using Industries .....	4,000,000
Secondary Paper Using Industries .....	6,000,000
	<b>\$24,000,000</b>

## Primary Forest Industries

The primary forest industries cover logging in the woods, and the manufacture of lumber, railway ties, lath, shingles, pulp and paper. The choice timber is spruce, but jack pine, poplar, balsam fir and tamarack are also in considerable demand.

In the manufacture of power line poles local jack pine has replaced other species of wood from outside the province with excellent results. These poles are principally used by the Manitoba Power Commission in connection with its farm electrification program. Cedar poles for domestic use and for export, and jack pine pit-props for use in British coal mines, are also produced in quantity.

In 1948 there were 431 saw mills licensed to operate in Manitoba.

Other species of wood used in the production of lumber include balsam fir, white birch, poplar and tamarack.

The manufacture of pulp and paper is one of the more important industries of the

## VALUE OF PRIMARY FOREST PRODUCTION IN MANITOBA

Year	Value
1941.....	\$ 6,352,000
1942.....	6,270,000
1943.....	8,149,000
1944.....	8,746,000
1945.....	9,627,000
1946.....	11,746,000
1947.....	13,200,000
1948.....	14,000,000 (Est.)



# ... FORESTRY

province, utilizing substantial quantities of hydro-electric power and providing much employment. The paper mill at Pine Falls produces mechanical and sulphite pulp for the manufacture of newsprint.

Pulp from black poplar is produced in large quantities in Manitoba for the manufacture of building board and roofing paper.

Approximately 70 per cent of the pulpwood cut in Manitoba is manufactured into newsprint or other paper products within the Province, with the remaining 30 per cent being shipped to Ontario and United States mills. Spruce is the main species used but considerable amounts of jack pine, poplar and balsam fir are cut and the percentage of these minor species used for pulping purposes is increasing from year to year.

## Secondary Forest Industries

Manitoba's forest industry also supports numerous sash, door and planing mills and many plants producing a wide variety of goods including wooden boxes, crates, furniture, boats, beekeepers' and poultrymen's supplies, sporting goods, excelsior, cooperage, caskets and woodenware. Paper, a by-product of her forests, supplies Manitoba's printing and publishing trades as well as providing the raw material for companies producing paper boxes, bags, envelopes and business forms.

### PRODUCTION OF LUMBER—1945 and 1946

		Quantity		Value	
	*Unit	1945	1946	1945	1946
Sawn lumber, all species	M.ft.b.m.	63,453	59,234	\$2,364,945	\$2,290,813
Spruce	M.ft.b.m.	54,988	51,188	2,123,952	2,019,011
Poplar	M.ft.b.m.	6,631	5,646	185,102	183,084
Jack-pine	M.ft.b.m.	1,074	1,485	30,328	56,502
Lath—Spruce	M.	3,711	3,056	29,038	24,377

\*Thousand feet, board measure.



—Reforestation



—Lumbering



—Manufacturing



# FISHING . . .

Manitoba has Canada's second largest inland fish industry. The 26,789 square miles of rivers and lakes of the province produced 31,528,800 pounds of edible fish during 1948. Pickerel, white fish, saugers, pike and tullibee are the principal varieties produced.

The bulk of the fishery production of Manitoba comes from lakes in the southern portion of the province, including Lakes Winnipeg, Winnipegosis and Manitoba. Large amounts of fish, however, are taken from fifty-four lakes in Northern Manitoba. Two of the northern lakes, Southern Indian and God's Lake, are huge reservoirs of fish, producing between them over one and a half million pounds annually of the choicest varieties.

More than 90 per cent of the total production of fish in Manitoba is exported to the United States. By use of modern freighting equipment in the winter, unfrozen fish from northern lakes is landed at the railhead, quickly packed in ice and shipped by express to market. By this method, Manitoba fish reaches the markets to the south in excellent condition. Government inspection patrols in the lake areas and checkers at fish stations

ensure that the high quality of fish exported from Manitoba is maintained.

Commercial fishing is regulated and controlled under the provisions of the Federal Fisheries Act and Regulations. The marketing of fish is subject to the conditions and limitations of the Manitoba Fish Dealers Act and the Dominion Fish Inspection Act. All persons dealing in or with fish operate under provincial license.

Fish culture in the province is directed towards assisting nature to replenish stocks of desirable fish in lakes and streams by the operation of fish hatcheries. Four hatcheries are located on commercial fishing lakes, and the other, Whiteshell Trout Hatchery, near West Hawk Lake, is devoted solely to the culture of game fish for sport fishing waters.

An increasing proportion of fish is processed locally, twelve filleting plants are in operation in Winnipeg, and five at fishing centres, where fish are cleaned, filleted and packaged.

At Churchill in the far north, a white whale fishing industry was recently set up to process whales caught in Hudson Bay.



# FUR *in* MANITOBA

Manitoba ranks fourth in value of raw fur pelts produced in Canada. More than 10,000 families gain some portion of their livelihood from trapping, while in addition there are some 800 licensed fur farms in the province. Total value of furs produced in the province in 1947-48 was \$5,582,283. Of this total, pelts valued at \$3,794,000 were taken from the wild during the year ended September 30th, 1948.

Trapping is carried on in all parts of the province but differs greatly in character according to the locality. Foxes, weasels, squirrels, muskrats, mink and wolves are found throughout the province. Skunk, badger, jack rabbit and coyote are found almost exclusively south of the 53rd parallel, while beaver, marten, fisher, lynx, otter and a better grade of fox tend to greater abundance in the north. Many trappers, particularly Indians, are largely dependent on their catch. They have been organized under a system of registered traplines which guarantee exclusive trapping rights in territory allotted to them.

The Fur Rehabilitation Block as distinct from the registered trapline, was established by the province to rehabilitate the muskrat through water development and close protection. The trapping on these fur blocks is controlled, having in mind the provision of basic

seed stock from year to year and the provision of maximum benefit from trapping to the trappers of surrounding communities.

Fur farming in Manitoba is an important part of the fur industry. During the year 1947 107,781 pelts valued at \$1,787,000 were sold from fur farms. There are 782 fur farms in Manitoba, concentrated in the southern part of the province. Mink and fox are the most popular animals kept with marten and fisher represented as well.

Manitoba holds an important position as a fur marketing area. During 1948, although over \$5,500,000 worth of furs were produced, total value of all furs exported from the province was in excess of \$10,800,000. Monthly auction sales are held in Winnipeg, with up to \$500,000 worth of furs being sold at each auction. Additional auctions are held for the sale of muskrat pelts caught in the fur rehabilitation blocks. During 1948, over 133,000 pelts were sold.

Manitoba has a substantial fur processing industry. Many types of fur operations are carried on by a large number of firms located principally in Winnipeg. The principal products are finished pelts and fur garments which are sold across Western Canada.



# WATER R

Water, a determining factor in human welfare, is the common denominator of most of the activities of man, in his home, in agriculture, in power production and in manufacturing and transportation.

Quality, quantity, temperature, chemical composition, and seasonal distribution are of great importance. The types of agriculture, the location of power plants or of manufacturing industries are governed by these conditions.

For expansion of any industry or manufacturing process, Manitoba has unlimited supplies of water available from either surface or

underground sources, and close to rail and highway transportation.

Manitoba is situated at the bottom of a large watershed stretching east from the Rocky Mountains of Alberta, north from the headwaters of the Red River in the United States and west from a point near Lake Superior. Approximately 11 per cent of the total surface area of the province is covered by water.

The majority of the principal cities and towns in Manitoba have water works systems whose rates compare favourably with those in other areas in the Dominion.

SAMPLE WATER ANALYSES REPORTS OF CITIES AND TOWNS IN MANITOBA

City: Date:	Winnipeg 4:11:48	Brandon 10:11:48	Portage 8:12:47	Dauphin 7:10:48
Physical Analysis:				
Appearance.....	Clear	Clear	{ Slight	Clear
Odor.....	Absent	Absent	Turbidity	Absent
			Absent	
Chemical Analysis:				
pH. p.p.m.....	6.9	8.4		8.0
Calcium (Ca) p.p.m.....	25.2	14.0	107	70.8
Magnesium (Mg) p.p.m.....	9.1	21.2	46.8	29.5
Iron (Fe).....	Nil	Nil	0.1	Nil
Bicarbonate (HCO <sub>3</sub> ) p.p.m.....	107	48.9	405	302
Carbonate (CO <sub>3</sub> ) p.p.m.....		28.8		
Chloride (Cl) p.p.m.....	2.1	21.0	16.6	3.2
Fluoride (F) p.p.m.....			0.3	
Sulphate (SO <sub>4</sub> ) p.p.m.....	9.5	254.0	186.0	45.7
Total Solids p.p.m.....	125	496	664	354
Alkalinity (CaCO <sub>3</sub> ) p.p.m.....	87.5	88.0	332	247
Total Hardness (CaCO <sub>3</sub> ) p.p.m.....	96.3	122.0	461	200

NOTE: To convert p.p.m. (parts per million) to grains per Imperial gallon, divide by 14.3.



# RESOURCES

## *in* MANITOBA



The largest waterworks system in the province is the Greater Winnipeg Water District. Surpassing the waterworks systems of most other Canadian cities in quality and quantity of water supplied, the G.W.W.D. serves Winnipeg and eight suburban centres, covering an area of 54.9 square miles. During 1946, 87 billion gallons of water were consumed in this area.

### INDUSTRIAL RATES FOR WATER IN WINNIPEG

Industrial Rates.....35c per 1,000 gallons

Subject to the following discounts:

Quarterly Consumption		Discounts
100,000 gals. less than 200,000 gals.....	200,000 gals.....	20%
200,000 gals. less than 400,000 gals.....	400,000 gals.....	25%
400,000 gals. less than 600,000 gals.....	600,000 gals.....	30%
600,000 gals. less than 800,000 gals.....	800,000 gals.....	35%
800,000 gals. less than 1,000,000 gals.....	1,000,000 gals.....	40%
1,000,000 gals. less than 5,000,000 gals.....	5,000,000 gals.....	45%
5,000,000 gals. or over.....		50%

# LIVING IN

## **Cost of Living**

Canada has been extremely fortunate in maintaining a markedly low cost of living compared with other countries of the world. Manitoba is in the enviable position of being one of the lowest cost of living areas in Canada.

Manitoba's low cost of living means higher real wages to workers and higher real earnings to industry.

## **Climate**

Manitoba's healthy and invigorating climate offers no obstacles for the manufacturer. Although the winters are cold and the summers hot, the temperature extremes are not of a penetrating nature, due to the low humidity. The mean daily temperatures for Winnipeg in the three summer months are: June, 62.5°; July, 66.6°; August 63.0°, and for the three coldest winter months: December, 7.0°; January, -3.7°; February, -0.7°.

A popular recreational province, Manitoba attracts many hundreds of thousands of American visitors annually. Many come to escape extreme summer heats, particularly attracted, perhaps, by Manitoba's cool, refreshing summer evenings. Others come to

enjoy our winter sports activities. These climatic conditions are reflected in the good health and bodily vigour of Manitoba workers, an important factor in attaining high productivity in manufacturing plants.

## **Population**

The population of Manitoba (1948 estimate) is 757,000. This is 30 per cent of the population of the prairies and 6 per cent of the Dominion. Of the total, about 406,000 live in rural areas, 351,000 in urban areas. The bulk of the urban population is concentrated around the capital—with 307,494 living in the Winnipeg metropolitan area, which comprises the cities of Winnipeg, St. Boniface, the municipalities of Fort Garry, St. James, St. Vital, East, West and North Kildonan, Brooklands village and the town of Tuxedo.

As in most new communities, the percentage of males is high—52.7 per cent. The province as a whole has a high percentage of foreign born but this has decreased in recent years. The 1946 population was 76.9 per cent Canadian born, 9.9 per cent other British. In order of size, the major groups of non-British origin are Ukrainian, French, German, Dutch, Polish and Scandinavian. The wide range of skills and culture found in these groups is reflected in the industrial and social life of the province.

## **Public Health**

The provincial health service plan in Manitoba is based on the premise that facilities to prevent disease should be organized

*The sun shines very liberally on Manitoba every month. The total number of hours of daily summer sunshine in the three summer months noted above, averages 8.6 hours per day. Winter sunshine for the three months noted averages 3.4 hours per day.*



# MANITOBA

first. It provides for full time municipal health services through local health units and free diagnostic units. The provincial government gives financial assistance to municipalities in providing a prepaid general practitioner service. An over-all hospital plan for the province has been established and the provision of hospital services in rural sections of Manitoba has made considerable progress.

## Police Protection

Police forces in Canada operate under three distinct divisions—federal, provincial and municipal. The world-famous Royal Canadian Mounted Police—the federal police force of Canada—also act as provincial police force for the province of Manitoba. In addition, the R.C.M.P. also act as municipal police in some districts of Manitoba, while other municipalities provide their own service.

Excellent training and modern equipment, including radio cars and the latest scientific devices, make both the municipal forces and the Royal Canadian Mounted Police in the province among the finest of their kind in the world.

## Fire Protection

Up-to-date fire fighting equipment operated by well trained personnel and extensive water distributing systems are available in most Manitoba centres to combat the menace of fire. Each municipality provides its own protection to the residents and industries located within its respective boundary.



—Fine Churches



—Modern Medical Facilities



Beautiful Homes.

# RECREATION



Recreation means many things to many people. Tastes in leisure vary almost as widely as tastes in clothing, and a pleasant thing about recreation in Manitoba is that it is infinitely varied. If your preference is for the types of entertainment found in busy centres, Manitoba's cities probably will provide them. If your desire is to escape from the hurry and scurry of modern city life, that too, is easy in Manitoba.

Manitoba is a province of scenic contrasts—a country of rugged adventureland, and

*Manitoba offers everyone what*

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**Boating**

**Curling**

**Bathing**





# ON...

yet a country of pastoral peacefulness. It is a land of busy, modern cities, of open prairies, of towering forests and sparkling lakes, of mountains, rivers, towns and villages. From its sub-arctic boundary to its southern borders can be seen a thousand varying sights—of Eskimo and Indian trappers, of fishing fleets and caravans, of pleasure beaches and industrial development—all against the wide and beautiful prairie skyline. It is no wonder that Manitoba is described as being “Inside the Rim of Adventure.”



*they like best in recreation . . .*

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Fishing

Riding

. . . or Camping.



# MANITOBA'S DIVERSIFIED INDUSTRIES

**G**REAT numbers of nation-wide leaders of industry have recognized the manufacturing and distribution advantages of Manitoba. The diversification of products manufactured in the province may be realized by the partial list of Manitoba manufactured goods noted here.

## Food and Allied Products

Animal Foods  
Baking Powder  
Beverages  
Biscuits  
Bread  
Canned Meats  
Canned Vegetables  
Cereals  
Chocolate Powder  
Confectionery  
Fish (Fresh and Frozen)  
Flavoring Extracts  
Flour  
Food Processing and Packing  
Honey  
Ice Cream  
Jelly Powders  
Lard  
Linseed Oil  
Macaroni  
Malt  
Marmalade  
Meat Products  
Milk, Butter and Cheese  
Milk Powder  
Mincemeat  
Mustard  
Oatmeal  
Oil, edible  
Peanut Butter  
Pickles  
Popcorn  
Potato Chips  
Poultry Foods  
Powdered Eggs  
Relishes  
Rolled Oats  
Salad Dressings  
Sauces  
Shortening  
Soft Drinks  
Spaghetti  
Spices  
Sugar  
Syrups  
Vermicelli  
Vinegar  
Wines  
Yeast

## Textiles and Products

Aprons  
Auto Seat Covers  
Awnings and Tents  
Bags, cotton and jute  
Bathing Suits  
Bedding  
Bedspreads  
Belts  
Blankets  
Blinds  
Blouses  
Boots, Shoes and Slippers

Canvas Goods  
Caps and Hats  
Children's Wear  
Cotton Batting  
Cushions  
Draperies  
Dresses  
Felt Goods  
Flags  
Fur Coats  
Fur Trimmings  
Gloves  
Handbags  
Hosiery  
Jackets  
Jerseys  
Knitted Goods  
Ladies' Hats  
Ladies' Wear  
Leather Goods  
Lingerie  
Mattresses  
Men's Wear  
Moccasins  
Overalls  
Parkas  
Pillows  
Riding Togs  
Rugs  
Shirts  
Ski Suits  
Sportswear  
Upholstery  
Wool Batting  
Woollen Goods  
Yarn

## Wood and Paper Products

Art Products  
Bags  
Barrels  
Blueprints  
Boats  
Books  
Boxes and Crates  
Box Shooks  
Brooms  
Brushes  
Buildings, prefabricated  
Cabinets  
Calendars  
Canoes  
Cards  
Caskets  
Chests  
Drawing Materials  
Engravings  
Excelsior  
Fences  
Flags  
Flooring and Roofing  
Furniture  
Insulation  
Labels  
Lumber  
Napkins  
Newsprint  
Paper Towels

Poles and Posts  
Printing, job and book  
Railway Ties  
Sales Books  
Sash and Doors  
School Books  
Show Cards  
Spinning Wheels  
Stationery  
Step Ladders  
Tables  
Toboggans  
Wagons  
Wooden Ware  
Wool Carders

## Iron, Steel and other Metal Products (Except Machinery)

Abattoir Equipment  
Aircraft Accessories  
Alloy Steel  
Anchors  
Auto Accessories  
Auto and Bus Bodies  
Auto and Bus Chassis  
Badges  
Bakery Equipment  
Baths  
Bearings  
Beds  
Bed Springs  
Boilers  
Bolts and Nuts  
Bridges  
Bronze Work  
Buckets  
Bunks  
Camp Stoves  
Carriages  
Castings  
Church Ornaments  
Churns  
Compressors  
Dies  
Drums  
Dump Bodies  
Electric Appliances  
Elevators  
Fences  
Furnaces  
Furniture  
Garages  
Garbage Cans  
Hardware  
Hinges  
Iron Stairs  
Kitchen Equipment  
Knives  
Lockers  
Marine Accessories  
Meat Choppers  
Metal Stampings  
Pails  
Pipes  
Pumps  
Railings

Railway Rolling Stock  
Rivets  
Roofing  
Sheet Metal  
Shovels  
Springs  
Stamps and Stencils  
Steel Cabinets  
Steel Castings  
Steel Drums  
Steel Partitions  
Stoves  
Structural Steel  
Tanks  
Tools  
Trailers  
Vats  
Vaults  
Venetian Blinds  
Ventilation Equipment  
Water Tanks  
Welding Equipment  
Well Casing  
Zinc, Battery

## Machinery

Agricultural Implements  
Air Compressors  
Air Conditioning Equipment  
Arc Welding Machines  
Automatic Stokers  
Bookkeeping Machines  
Cement Mixers  
Dredging Machinery  
Electric Generators  
Electric Heaters  
Extractors  
Fans  
Freezers  
Grain Cleaners  
Grain Crushers  
Grain Elevators  
Grain Loaders  
Heaters  
Incubators and Brooders  
Laundry Machinery  
Mining Machinery  
Mixers  
Motors  
Ovens  
Radiators  
Recording Equipment  
Refinery Machinery  
Refrigerators  
Road Machinery  
Snow Plows  
Special Machinery  
Sprayers  
Swathers  
Taxi Meters  
Threshing Machines  
Transformers  
Vacuum Cleaners  
Washing Machines  
Water Heaters

## Chemicals

Ammonia  
Ammonia Powder  
Anti-Freeze  
Bleaching Solution  
Calcium  
Calsomine  
Carbon Dioxide  
Coal Tar  
Creosote  
Disinfectants and Cleaners  
Explosives  
Fertilizers  
Hydrogen Peroxide  
Inks  
Insecticides  
Laundry Blue  
Lime  
Naphtha  
Oxygen  
Paints  
Petroleum Products  
Pharmaceutical Products  
Putty  
Sal Soda  
Salt  
Soaps and Powders  
Varnishes  
Wax  
Weed Killer

## Other Products

Adhesives  
Advertising and Signs  
Barbers' Supplies  
Batteries  
Beekeepers' Supplies  
Bentonite  
Bottlers' Supplies  
Bricks  
Building Blocks  
Cement  
Ceramics  
Concrete  
Cosmetics  
Costume Jewellery  
Display Equipment  
Earthenware  
Electrical Equipment  
Glass  
Gypsum Products  
Hides  
Lamps  
Lenses  
Lime Products  
Luggage  
Mirrors  
Monuments  
Novelties  
Rubber Goods  
Saddlery  
Seeds  
Sporting Equipment  
Stone Boats  
Surgical Appliances  
Tiles  
Toys  
Violins  
Wallboard



## **Consult Manitoba's Department of Industry and Commerce**

Promotion of sound business opportunity in Manitoba is the function of the Provincial Department of Industry and Commerce. This Department was created to assist and promote the development of new industries in Manitoba and to encourage the expansion of existing industries in every way possible.

### **HERE ARE SOME WAYS THE DEPARTMENT CAN HELP YOU**

#### **1. Plant Location**

The Department will advise you on transportation, markets, utilities and other information relative to the location of your industrial plant. A continuing inventory of available plant space and equipment is maintained in our offices.

#### **2. Special Reports**

The Department will prepare, without charge, special confidential reports at the request of potential manufacturers and industrialists or present manufacturers considering the expansion of their operations. These special reports will contain detailed information on such factors as markets, taxation, power, labour, availability of buildings, transportation, and other elements of industrial location.

#### **3. Manufacturing License or Subcontract Arrangements**

The Department will assist manufacturers from outside the province who wish to contact Manitoba manufacturers to have their products partially or wholly manufactured and assembled on a subcontract or manufacturing license arrangement. This procedure has many advantages as it saves time in getting production on a going basis and it enables a "newcomer" to capitalize on the good will

value of established Manitoba manufacturers who serve the western Canadian market.

#### **4. Location of Agents**

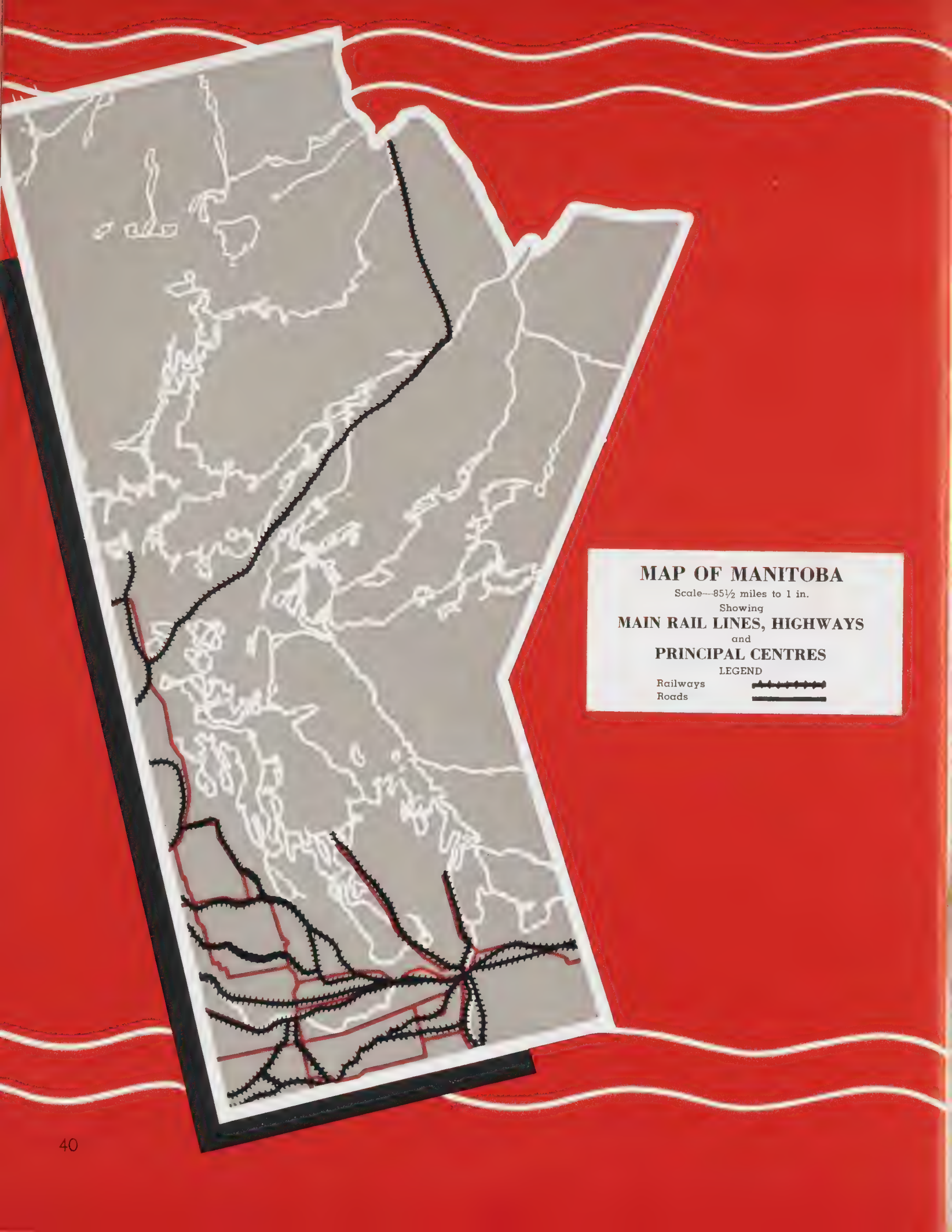
The Department will assist in the location of sales agents or agencies. Sales agents in Manitoba are in an excellent position to service the western Canadian market and frequently can service the whole of Canada. Contacts with suitable companies or individuals can be arranged for firms seeking agents in this area.

#### **5. Business Information**

The Department serves as a clearing house for economic data about the province and its various communities. It can assist in the expansion of existing businesses and the establishment of new enterprises by furnishing information and analysis of economic conditions, needs and opportunities, not otherwise available to private business and the general public.

#### **6. Service to Small Businesses**

The Department furnishes consulting and advisory services and publications to persons entering business for themselves in the Province of Manitoba. A series of Management Aid publications is now being prepared and is aimed at helping persons in the operation of a business of their own.



## MAP OF MANITOBA

Scale—85½ miles to 1 in.

Showing

**MAIN RAIL LINES, HIGHWAYS**

and

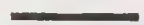
**PRINCIPAL CENTRES**

### LEGEND

Railways



Roads





# NOTES

*Memorandum:* A reminder to investigate possibilities of MANITOBA, Province of Industry

# NOTES

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